

61-4034/2

19 MAY 1961

STAT

✓
Mr. Theodore S. Repplier
President
The Advertising Council, Inc.
1200 Eighteenth Street, N. W.
Washington 6, D. C.

Dear Mr. Repplier:

Thank you very much for inviting
me to be a guest of the Advertising Council
at dinner on 5 June. I regret that I shall
not be able to accept.

Please accept my best wishes for
the success of your annual conference.

Sincerely,

SIGNED

C. P. Cabell
General, USAF
Deputy Director

STAT
O/DCI, [redacted] kpm(5/18/61)
Distribution:
Orig - Addressee
1 - DDCI
1 - Colonel Grogan
✓ - ER (w/basic) via reading)

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MEMORANDUM FOR: GENERAL CABELL

Do you wish to:

ACCEPT? ✓ (Per Mr. [initials])

Recommend REGRET? ✓

Stan Grogan says there is no reason to regret, but he, personally, would not go at this time.

They introduce everyone ^{K-} with spotlight on individuals. 17 May 61
(DATE)

WE

FORM NO. 101 REPLACES FORM 10-101
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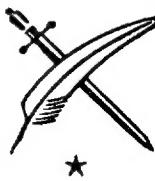
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THE ADVERTISING COUNCIL INC.

NEW YORK • WASHINGTON • CHICAGO • LOS ANGELES • SAN FRANCISCO

1200 EIGHTEENTH STREET, N. W.

WASHINGTON 6, D. C.

6-4234

THEODORE S. REPLIER
PRESIDENT

May 15, 1961

General C. P. Cabell, USAF
Deputy Director
Central Intelligence Agency
Washington 25, D. C.

Dear General Cabell:

The seventeenth annual Washington Conference, at which the President and several leading officials of his Administration will speak with some 200 leaders of industry and mass communications, has been scheduled for June 5 and 6.

The Council will be host at a dinner for the conferees on Monday, June 5, in the Statler Hotel. We cordially invite you to attend the dinner as an honored guest.

Instead of having a single speaker, Honorable Edward R. Murrow, Director, U. S. Information Agency, and some of the key men on his staff will discuss our information and propaganda problems in several areas of the world.

I hope very much that you will find it possible to send us your acceptance.

Sincerely,

Theodore S. Replier

TSR/dac

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A non-profit organization, representing all phases of advertising, dedicated to the uses of advertising in the public service.